## ORDER

Orders	

Order / Rev:

104805

Alt Order #:

06832434

Product Desc:

American Crossroads

**GENERAL** 

Estimate:

690

Flight Dates:

09/05/12 - 09/14/12 07/26/12 / 08/31/12

Original Date / Rev:

Order Type:

Primary AE:

Sales Office:

Sales Region:



Amy McCreary

**BLPH** 

National

Agency

Name:

Crossroads Media, LLC

**Buying Contact:** 

Billing Contact:

66 Canal Center Plaza

Alexandria, VA 22314

Advertiser

Name:

Demographic:

Product Codes:

Revenue Codes:

American Grossroads UNSW

\$82,896.25

PLI1

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

00:05:00

15%

Priority:

A35+

\$97,525.00

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External iD:

Agency External ID:

Blil Plan

Net Amount # Spots Gross Amount End Date Start Date 137

09/14/12 08/27/12

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	137	\$97,525.00	\$82,896.25	.00,00
Totals	137	\$97,525.00	\$82,896.25	0.00

## Account Executives

ACCOUNT LACCULITOS				101
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	33%	\$97,525.00
Market	100%	\$295,530.30

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$97,525.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$44,329.55
KTUD	1%	\$2,955.30
KVVU	16%	\$47,284.85
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,910.61

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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					Wake Up Early W	√agners									
	V	<b>NAKE U</b>	JP EARLY	WITHE V	VAGNERS										
		Star	t Date ]	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rat	ing						
	We	ek: 09/0	3/12	09/09/12	W	1	\$200.00	C	00,00						

Print Date: 09/04/12 08:49:07

KSNV

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Order / Rev:

104805

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American Crossroads

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Estimate:

690

Ln Ch	Start	End	Inventory Cod		Start/End	Гime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			Wake Up Early Wake Up Early	•	430a-5a	W	:30	1	\$200.001	0.00 NM	1	\$200.0
		Y W/THE W		CnotnAMo al	( Data	Dating						
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		Y W/THE W	· · · · · · · · · · · · · · · · · · ·									
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<u>Star</u>	<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Weel	<u>Rate</u>	<u>Rating</u>						
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6 KSNV	09/11/1	2 09/11/12	Wake Up Early	-	430a-5a	-T	:30	1	\$200.001	0.00 NM	1	\$200.
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	t Date	End Date	Weekdays	Spots/Weel	<u> </u>	Rating						
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			Wake Up Early	_								•
		Y W/THE W										
·	t Date	End Date	<u>Weekdays</u> T	Spots/Weel		Rating				1		
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	t Date	End Date	<u>Weekdays</u>	Spots/Wee		<u>Rating</u>						
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	t Date	End Date	Weekdays	Spots/Wee	k Rate	Rating						
Week: 09/0		09/09/12	T		1 \$325.00	0.00						
E12 KSNV	09/07/1	2 09/07/12	The Agenda 12	230pm CM	1230-1p	~F	:30	1	\$325.001	0.00 NM	1	\$325
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			program 7/30	Contables	l. Data	Datina						
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- 10 110111	007 101 1	2 50, 16, 12	The Agenda 1:		1200 16		.00	•	φο20.00 1	0.00 144	'	<b>ΨΟΣ</b> 0.
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	t Date	End Date	<u>Weekdays</u>	Spots/Wee		<u>Rating</u>						
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.,_ ,,,		End Date	Weekdays	Spots/Wee	<u>k Rate</u>	Rating						
Star	LDate											
<u>Star</u> Week: 09/1		09/16/12	-T		1 \$325.00	0.00						

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Order / Rev:

104805

4805

Advertiser:

Estimate:

American Crossroads

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Flight Dates:

06832434 09/05/12 - 09/14/12 Product Desc:

American Crossroads

690

KSNV

Ln Ch	Start	End	Inventory Cod		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type \$	3pots	Amount
			The Agenda 123 The Agenda 12	•								
			program 7/30									
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			program 7/30									
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			Rachael Ray	CM	11am-12pm	W	:30	1	\$325,001	0,00 NM	1	\$325.00
		- 00,0-,	Rachael Ray	<b>5</b>		••	.00	•	Ψ020.001	0,00 14.51	•	φο20.00
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E 19 KSNV				CM	11am-12pm	T	:30	1	\$325.001	0.00 NM	1	\$325.00
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<u>Sta</u> Week: 09	art Date	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$325.00	Rating 0,00						
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			Rachael Ray	<b>5</b>	Tom Izpini	•	.00	•	φο20.001	0.00 11101	,	ΨΟΣΟ.00
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<u>Sta</u> Week: 09	art Date /03/42	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
E21 KSNV			Rachael Ray	CM	11am-12pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00_
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<u>Sta</u> Week: 09	art <u>Date</u> /10/12	End Date 09/16/12	<u>VVeekdays</u> M	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
			Rachael Ray	CM	11am-12pm	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
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E 29 KSNV				CM	2pm-3pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00
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Print Date: 09/04/12 08:49:07 Page 4 of 12

**KSNV** 

Order / Rev:

104805

Advertiser:

Estimate:

Product Desc:

American Crossroads

Alt @rder#:

06832434

09/05/12 - 09/14/12

American Crossroads

690

Ln Ch Start Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount End he Doctors The Doctors THE DOCTORS no program 7/30-8/10 Spots/Week Rating End Date Rate Start Date **Weekdays** 0.00 09/16/12 M-----\$325.00 Week: 09/10/12 E30 KSNV 09/11/12 09/11/12 The Doctors CM :30 \$325.001 0.00 NM \$325.00 2pm-3pm -T----The Doctors THE DOCTORS no program 7/30-8/10 End Date Weekdays Spots/Week Rate Rating Start Date 09/16/12 \$325.00 0.00 Week: 09/10/12 E 31 KSNV 09/12/12 09/12/12 СМ ------:30 \$325.001 0.00 NM \$325.00 The Doctors 2pm-3pm The Doctors THE DOCTORS no program 7/30-8/10 Spots/Week End Date Weekdays Rate Rating Start Date \$325.00 Week: 09/10/12 09/16/12 -----0.00:30 \$325.001 0.00 NM E 32 KSNV 09/13/12 09/13/12 The Doctors СМ 2pm-3pm ---T---\$325.00 The Doctors THE DOCTORS no program 7/30-8/10 End Date Spots/Week <u>Rate</u> Rating Start Date Weekdays 09/16/12 ...T... \$325.00 0.00 Week: 09/10/12 E34 KSNV 09/05/12 09/05/12 M-F Today Show III 4th 13M 10am-11am --W----:30 \$325.001 0.00 NM \$325.00 Today 4th Hour TODAY SHOW III Rate Rating Start Date **End Date** Weekdays Spots/Week 09/09/12 \$325.00 0.00 Week: 09/03/12 30 \$325.001 0.00 NM 10am-11am ---T---\$325.00 E 35 KSNV 09/06/12 09/06/12 M-F Today Show III 4th 13M Today 4th Hour TODAY SHOW III Rate Rating Start Date End Date **Weekdays** Spots/Week 09/09/12 --T---0.00 Week: 09/03/12 \$325.00 :30 E36 KSNV 09/07/12 09/07/12 M-F Today Show III 4th &M 10am-11am \$325.001 0.00 NM \$325.00 Today 4th Hour TODAY SHOW III Weekdays **End Date** Spots/Week Rate Rating Start Date Week: 09/03/12 ---F--\$325.00 09/09/12 0.00 10am-11am 0.00 NM \$325.00 M-F Today Show III 4th IBM :30 \$325.001 E 37 KSNV 09/10/12 09/10/12 M-----Today 4th Hour TODAY SHOW III **End Date** Weekdays Spots/Week <u>Rate</u> Rating Start Date Week: 09/10/12 M 09/16/12 \$325.00 0.00 :30 \$325.001 0.00 NM \$325.00 E 38 KSNV 09/11/12 09/11/12 M-F Today Show III 4th IBM 10am-11am Today 4th Hour TODAY SHOW III Rating Start Date End Date Spots/Week Rate <u>Weekdays</u> 09/16/12 \$325.00 0.00 Week: 09/10/12 \$325.001 0.00 NM \$325.00 M-F Today Show III 4th BM E 39 KSNV 09/12/12 09/12/12 10am-11am ---W----:30 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --W----\$325.00 0.00 \$325.001 \$325.00 E 40 KSNV 09/13/12 09/13/12 M-F Today Show III 4th 13M 10am-11am ---T---:30 0.00 NM Today 4th Hour **TODAY SHOW III** End Date Rating Weekdays Spots/Week <u>Rate</u> Start Date 09/16/12 ---T---\$325,00 0.00 Week: 09/10/12 :30 \$750.001 0.00 NM \$750.00 E42 KSNV 09/05/12 09/05/12 M-F Today Show II 3rd H0M --W----M-F Today Show II TODAY SHOW II Spots/Week <u>Rate</u> Rating Start Date End Date Weekdays 09/09/12 \$750.00 0.00Week: 09/03/12 \$750,001 0.00 NM E43 KSNV 09/06/12 09/06/12 CM 9-10a :30 \$750.00

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KSNV

Order / Rev:

Flight Dates:

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09/05/12 - 09/14/12

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Rate Pri Rtg Type Spots Amount Len Spots Break Start/End Time Days Inventory Code Ln Ch Start End M-F Today Show II 3rd Hr M-F Today Show II **TODAY SHOW II** Spots/Week Rate Rating End Date Weekdays Start Date 0.00 \$750.00 Week: 09/03/12 09/09/12 ---T---\$750.00 \$750,001 0.00 NM :30 M-F Today Show II 3rd HOM ---F--E 44 KSNV 09/07/12 09/07/12 M-F Today Show II **TODAY SHOW II** Spots/Week Rate Rating End Date Start Date **Weekdays** \$750.00 0.00 ----F--Week: 09/03/12 09/09/12 \$750.00 M----:30 \$750.001 0.00 NM M-F Today Show II 3rd HOM 9-10a E 45 KSNV 09/10/12 09/10/12 M-F Today Show II **TODAY SHOW II** Weekdays Spots/Week Rate Rating End Date Start Date 0.00 \$750.00 Week: 09/10/12 09/16/12 0.00 NM \$750.00 \$750.001 -T----:30 M-F Today Show II 3rd HOM 9-10a 09/11/12 09/11/12 M-F Today Show II **TODAY SHOW II** Rating Spots/Week Rate End Date Weekdays Start Date \$750.00 0.00 09/16/12 Week: 09/10/12 \$750.001 0.00 NM \$750.00 :30 M-F Today Show II 3rd HOM \_ - W - - - -E 47 KSNV 09/12/12 09/12/12 M-F Today Show II TODAY SHOW II Weekdays Spots/Week Rate Rating End Date Start Date \$750.00 0.00 09/16/12 Week: 09/10/12 1 \$750.00 \$750.001 0.00 NIV :30 M-F Today Show II 3rd HCM 9-10a ---T---E 48 KSNV 09/13/12 09/13/12 M-F Today Show II TODAY SHOW II Rating Rate Start Date Weekdays Spots/Week End Date \$750.00 0.00 09/16/12 ---T---Week: 09/10/12 0.00 NM \$1,000.00 1 \$1,000,001 ---F--.30 M-F Wheel 7-730pm E 49 KSNV 09/14/12 09/14/12 M-F Wheel of Fortune WHEEL OF FORTUNE (line 153 in stx-mvd from 9/4 to 9/14) Spots/Week Rating End Date Weekdays Rate Start Date \$1,000.00 0.00 --F--Week: 09/10/12 09/16/12 M-SA 8-11p / SUN --W----\$1,000.00 1 \$1,000.001 0.00 NM :30 E 50 KSNV 09/05/12 09/05/12 Wheel of Fortune in PRIMM Wheel in Prime WHEEL OF FORTUNE Rating Spots/Week Rate End Date Weekdays Start Date --W----\$1,000.00 0.00 09/09/12 Week: 09/03/12 \$1,000.00 0.00 NM 1 \$1,000,001 Wheel of Fortune in PRIMM M-SA 8-11p / SUN ---T---:30 E 51 KSNV 09/06/12 09/06/12 Wheel in Prime WHEEL OF FORTUNE Spots/Week Rating Weekdays Rate Start Date End Date ---T---\$1,000.00 0.00 Week: 09/03/12 09/09/12 1 \$1,000,001 0.00 NM \$1,000.00 :30 ----F--M-F Wheel CM 7-730pm E 52 KSNV 09/07/12 09/07/12 M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week <u>Rate</u> Rating Weekdays End Date Start Date ---F--\$1,000.00 0.00 09/09/12 Week: 09/03/12 \$1,000.00 0.00 NM 1 \$1,000.001 CM 7-730pm :30 E53 KSNV 09/10/12 09/10/12 M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week Rating Rate Start Date End Date Weekdays \$1,000.00 0.00 09/16/12 Week: 09/10/12 :30 1 \$1,000,001 0.00 NM \$1,000.00 CM 7-730pm E 54 KSNV 09/11/12 09/11/12 M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week <u>Rate</u> Rating Weekdays End Date Start Date 09/16/12 \$1,000.00 0.00Week: 09/10/12 \$1,000.00 0.00 NM 1 \$1,000.001 7-730pm :30 CM E 55 KSNV 09/12/12 09/12/12

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Estimate:

690

Rate Pri Rtg Type Spots Amount Len Spots Break Start/End Time Days Inventory Code Ch Start End Ln VI-I- VVheel M-F Wheel of Fortune WHEEL OF FORTUNE Rating Rate Spots/Week Start Date End Date <u>Weekdays</u> 0.00 \$1,000.00 --W----Week: 09/10/12 09/16/12 \$1,000.00 0.00 NM :30 1 \$1,000.001 ---T---7-730pm CM E 56 KSNV 09/13/12 09/13/12 M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Rating Spots/Week Rate End Date Weekdays Start Date 0.00 \$1,000.00 09/16/12 --- ---Week: 09/10/12 \$750.00 0.00 NM :30 \$750.001 --W---1135p-1237a CM The Tonight Show E 58 KSNV 09/05/12 09/05/12 Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Spots/Week Rating Rate Start Date End Date Weekdays 0.00 \$750.00 Week: 09/03/12 09/09/12 --W---\$750.001 \$750.00 0.00 NM :30 1135p-1237a CM E59 KSNV 09/06/12 09/06/12 The Tonight Show Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Rating Spots/Week Rate. Weekdays End Date Start Date \$750.00 0.00 --T---09/09/12 Week: 09/03/12 \$750.00 0.00 NM 1 :30 \$750,001 \_---F--1135p-1237a CM E 60 KSNV 09/07/12 09/07/12 The Tonight Show Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Rating Rate Spots/Week **End Date** Weekdays Start Date \$750.00 0.00 ----F--09/09/12 Week: 09/03/12 \$750.00 \$750.001 0.00 NM :30 M-----1135p-1237a The Tonight Show CM E61 KSNV 09/10/12 09/10/12 Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Rating Spots/Week Rate Start Date End Date <u>Weekdays</u> 0.00 \$750.00 09/16/12 M--Week: 09/10/12 \$750.00 \$750.001 0.00 NM :30 CM 1135p-1237a The Tonight Show E62 KSNV 09/11/12 09/11/12 Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Rating <u>Rate</u> End Date Spots/Week Weekdays Start Date 0.00 \$750.00 09/16/12 Week: 09/10/12 \$750,001 0.00 NM 1 \$750.00 :30 --W----1135p-1237a CM E63 KSNV 09/12/12 09/12/12 The Tonight Show Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Spots/Week Rate Rating Weekdays End Date Start Date 0.00 \$750.00 --W----09/16/12 Week: 09/10/12 \$750.00 \$750,001 0.00 NM :30 1135p-1237a The Tonight Show CM E 64 KSNV 09/13/12 09/13/12 Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Rating Spots/Week <u>Rate</u> Weekdays End Date Start Date 0.00\$750.00 09/16/12 Week: 09/10/12 \$700.00 \$700.001 0.00 NM 1 :30 4-5pm \_ -- N/-- -- -NEWS 3 at 4 (1 HOUR)CM E66 KSNV 09/05/12 09/05/12 (4:00 PM-4:30 PM) 4PM NEWS (1 hour) **NEWS 4 AT 430P** Rating Spots/Week Rate End Date Weekdays Start Date \$700.00 0.00 09/09/12 ---W----Week: 09/03/12 \$700.00 \$700.001 0.00 NM 1 :30 NEWS 3 at 4 (1 HOUR)CM 4-5pm E67 KSNV 09/06/12 09/06/12 (4:30 PM-5:00 PM) 4PM NEWS (1 hour) **NEWS 4 AT 430P** Rating Spots/Week Rate Weekdays Start Date End Date \$700.00 0.00 ---T---09/09/12 Week: 09/03/12 \$700.00 \$700.001 0.00 NM :30 \_ .... F ... NEWS 3 at 4 (1 HOUR)CM 4-5pm E68 KSNV 09/07/12 09/07/12 (4:30 PM-5:00 PM) 4PM NEWS (1 hour) NEWS 4 AT 430P Rating Spots/Week Rate **End Date** Weekdays Start Date \$700.00 0.00 Week: 09/03/12 09/09/12 ----F--\$700.00 \$700.001 0.00 NM :30 CM 4-5pm E 69 KSNV 09/10/12 09/10/12

Print Date: 09/04/12 08:49:07 7 of 12 Page

Order / Rev:

104805

Advertiser:

American Crossroads

690

Ait Order #: 06832434

Product Desc:

American Crossroads

**KSNV** 

Flight Dates:

09/05/12 - 09/14/12

Estimate:

Rate Pri Rtg Type Spots Amount Len Spots Break Start/End Time Days Inventory Code Ln Ch Start End NEWS 3 at 4 (1 HOUR) (4:30 PM-5:00 PM) 4PM NEWS (1 hour) NEWS 4 AT 430P Rating Spots/Week Rate End Date Weekdays Start Date ממ מ \$700.00 Week: 09/10/12 09/16/12 \$700.00 0.00 NM \$700.001 :30 4-5pm E 70 KSNV 09/11/12 09/11/12 NEWS 3 at 4 (1 HOUR)CM (4:30 PM-5:00 PM) 4PM NEWS (1 hour) **NEWS 4 AT 430P** Rating Spots/Week Rate End Date Weekdays Start Date \$700.00 0.00 09/16/12 Week: 09/10/12 \$700.00 \$700.001 0.00 NM :30 NEWS 3 at 4 (1 HOUR)CM 4-5pm --W---E71 KSNV 09/12/12 09/12/12 (4:30 PM-5:00 PM) 4PM NEWS (1 hour) **NEWS 4 AT 430P** Rating Rate End Date Weekdays Spots/Week Start Date 0.00 \$700.00 Week: 09/10/12 09/16/12 --W----0.00 NM \$700.00 \$700.001 :30 NEWS 3 at 4 (1 HOUR)CM 4-5pm 09/13/12 09/13/12 E 72 KSNV (4:30 PM-5:00 PM) 4PM NEWS (1 hour) **NEWS 4 AT 430P** Spots/Week Rate Rating End Date <u>Weekdays</u> Start Date 0.00 \$700.00 --T---09/16/12 Week: 09/10/12 \$1,000.00 1 \$1,000.001 0.00 NM :30 --W----M-F 6-7a WakeUp w/WaQM 6-7a E74 KSNV 09/05/12 09/05/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Rating Rate End Date Weekdays Spots/Week Start Date \$1,000.00 09/09/12 Week: 09/03/12 \$1,000.00 0.00 NM 1 \$1,000.001 :30 E 75 KSNV 09/06/12 09/06/12 M-F 6-7a WakeUp w/Wa@M ---T---M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Spots/Week Rate Rating Start Date End Date Weekdays 0.00 \$1,000.00 ---T---09/09/12 Week: 09/03/12 \$1,000.00 1 \$1,000.001 0.00 NM :30 ---F--M-F 6-7a WakeUp w/Wa@M E76 KSNV 09/07/12 09/07/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Rating Spots/Week Rate End Date Weekdays Start Date \$1,000.00 0.00 Week: 09/03/12 09/09/12 \$1,000.00 1 \$1,000.001 0.00 NM :30 E 77 KSNV 09/10/12 09/10/12 M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Rating Rate Weekdays Spots/Week **End Date** Start Date 0.00 1 \$1,000,00 09/16/12 Week: 09/10/12 \$1,000.00 0.00 NM 1 \$1,000.001 :30 \_T----M-F 6-7a WakeUp w/WaQM E78 KSNV 09/11/12 09/11/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Rating Spots/Week Rate **End Date** <u>Weekdays</u> Start Date 0.00 \$1,000.00 -T----Week: 09/10/12 09/16/12 \$1,000.00 0.00 NM 1 \$1,000.001 :30 --W----M-F 6-7a WakeUp w/WaQM E 79 KSNV 09/12/12 09/12/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Rating Weekdays Spots/Week Rate End Date Start Date 1 \$1,000.00 0.00 09/16/12 Week: 09/10/12 0.00 NM \$1,000.00 :30 1 \$1,000.001 \_\_\_T\_-M-F 6-7a WakeUp w/WaQM 09/13/12 09/13/12 E 80 KSNV M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Rating Spots/Week Rate Weekdays Start Date End Date 0.00 \$1,000.00 ---T---09/16/12 Week: 09/10/12 \$1,500.00 0.00 NM 1 \$1,500.001 :30 658a-9am --W----CM E 82 KSNV 09/05/12 09/05/12 **Today Show Today Show** TODAY SHOW REV RATE Rating Spots/Week Rate End Date Weekdays Start Date 0.00 \$1,500.00 09/09/12 Week: 09/03/12 0.00 NM \$1,500.00 1 \$1,500.001 :30 CM 658a-9am E83 KSNV 09/06/12 09/06/12

Print Date: 09/04/12 08:49:07 Page 8 of 12

Order / Rev: 104805

Advertiser:

American Crossroads

Alt @rder #: 06832434

Product Desc:

American Crossroads

KSNV

Flight Dates: 09/05/12 - 09/14/12

Estimate:

690

	٠.	0, 1		Inventory Code	Break	Start/End T	ime Davs	Len Spots	Rate Pri	Rtg Type Spot	ts	Amount
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				Today Show								
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۱۸/	<u>5ta</u>  eek: 09	<u>rt Date</u> 03/12	<u>End Date</u> 09/09/12	T	1		0.00			0.00 NA	4	\$1,500.00
			2 09/07/12	Today Show	CM	658a-9am	F	:30	1 \$1,500.001	0.00 NM	1	φ1,500.00
				Today Show								
		SHOW I rt Date	REV RATE End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
W	<u>اوہ</u> /eek: 09		09/09/12	F		\$1,500.00	0.00		4 04 500 004	0.00 NM	1	\$1,500.00
			2 09/10/12	Today Show	CM	658a-9am	М	:30	1 \$1,500.001	0.00 NW	,	ψησοσίου
	TODAY	CHOW	REV RATE	Today Show								
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
V	/eek: 09		09/16/12	M		\$1,500.00	0.00	.20	1 \$1,500.001	0.00 NM	1	\$1,500.00
E 86	KSNV	09/11/1	2 09/11/12	Today Show	CM	658a-9am	-T	:30	\$1,500.00	0.00 (4.0)		• • • • • • • • • • • • • • • • • • • •
	TODAY	/ CHU/V/	REV RATE	Today Show						ì		
		art <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>			l		
	Veek: 09	/10/12	09/16/12	-T		\$1,500.00	0.00	- :30	1 \$1,500.001	0.00 <b>N</b> M	1	\$1,500.00
E 87	7 KSNV	09/12/	12 09/12/12	Today Show	CM	658a-9am	W	- ,50	γ ψ1,000.001			
	TODAY	∨ sh∩w	REV RATE	Today Show								
		art Date	End Date	<u>Weekdays</u>	Spots/Weel		Rating					
	Veek: 09	9/10/12	09/16/12			1 \$1,500.00	0.00 T	- :30	1 \$1,500.001	0.00 NM	1	\$1,500.00
_E 8	8_KSN\	/09/13/	12 09/13/12	Today Show Today Show	CM	658a-9am				<del></del>		······································
	TODA	Y SHOW	REV RATE	Today Office						1		
	<u>S1</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Wee		<u>Rating</u> 0.00			i		
	Neek: 0		09/16/12	T		1 \$1,500.00 4-5pm	W	- :30	1 \$700.001	0.00 NM	1	\$700.00
E 9	0 KSN\	/ 09/05/	12 09/05/12	NEWS 3 at 4 (1 4PM NEWS (1		(4:00 PM-4				1		
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	<u>s</u>	tart Date	End Date		Spots/Wee	<u>k Rate</u> 1 \$700.00	<u>Rating</u> 0.00					
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,	Week: 0	9/03/12	09/09/12	T 2 NEWS 3 at 4 (	1 HOUR)CM	4-5pm	F-	:30	1 \$700.001	0.00 NM	1	\$700.0 <b>0</b>
E	92 KSN	V 08/07	712 08/07/1	4PM NEWS (1	hour)	(4:00 PM-	4:30 PM)					
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		Start Date			Spots/We	<u>ek Rate</u> 1 \$700.00						
_		09/03/12	09/09/12 0/12 09/10/1		(1 HOUR)CM	4-5pm	M	:30	1 \$700.001	0.00 NM	1	\$700.00
E				4PM NEWS (1		(4:00 PM-	4:30 PM)					
			3 AT FOUR		Contabble	ek <u>Rate</u>	<u>Rating</u>					
		Start Date			Spots/We	1 \$700.00						
		09/10/12 JV 09/1	1/12 09/11/		(1 HOUR)CM	4-5pm	-τ	:30	1 \$700.001	0.00 NM	1	\$700.00
L				4PM NEWS (		(4:00 PM	-4:30 PM)					
			3 AT FOUF		Spots/We	ek <u>Rat</u>	e <u>Rating</u>			<b>\</b>		
		<u>Start Dat</u> 09/10/12			Oborovasi	1 \$700.0						ቀማለስ ሰባ
F	95 KSI	NV 09/1		12 NEWS 3 at 4	(1 HOUR)CM	4-5pm	W	:30	1 \$700.00	1 0.00 NM	1	\$700.00
L				4PM NEWS (	1 hour)	(4:00 PM	-4:30 PM)					
			S 3 AT FOUR		Spots/W	eek <u>Rat</u>	e Rating			ļ		
		Start Da 09/10/12			<u>Gpoter 44</u>	1 \$700.0	0.00					\$700.00
			13/12 09/13/		CN	1 4-5pm	T-	:30	1 \$700.00	1 0.00 NM	1	φ100.00

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Advertiser:

American Crossroads 104805 Order / Rev: KSNV American Crossroads Product Desc: Alt Order #: 06832434 690 Estimate: 09/05/12 - 09/14/12 Flight Dates:

Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spot	ts F	Rate Pri	Rtg Type Spo	ts	Amount
LII OII	Otalt		NEWS 3 at 4 (1 h	OUR)	(4:00 PM-4:30							
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<u>Sta</u> Week: 09/	t <u>Date</u>	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$700.00	0.00						44 500 00
E97 KSNV			News 3 Live in Pr News 3 in Prime	ime CM	7-10pm	W	:30	1 \$1,5	500.001	0.00 NM	1	\$1,500.00
EARLY	NEWS		Means o Hi I IIII o		D. (-	Detina						
	rt Date	End Date 09/09/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
Week: 09/ E98 KSNV			M-F Early News M-F Early News	CM	5-630p	F	:30	1 \$1,	000.001	0.00 NM	1	\$1,000.00
EARLY	NEWS			a ( a) ( )	Dete	Doting				•		
	rt Date	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
Week: 09, E 99 KSNV				СМ	5-630p	M	:30	1 \$1,	,000.001	0.00 NM	1	\$1,000.00
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<u>Sta</u>	art Date	End Date	<u>Weekdays</u> M	Spots/Week 1		Rating 0.00						
Week: 09 E100 KSNV		09/16/12 12 09/12/12		CM	5-630p	W	:30	1 \$1	,000.001	0.00 <b>NM</b>	1	\$1,000.00
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E102 KSNV		12 09/07/12	Dr. Phil	CM	3-4p	F	:30	1 5	\$450.001	U,UU INW		
DR PI	Hil no pr	ogram 7/30-	Dr Phil 8/10									
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	tart Date			Spots/Wee		Rating						
Week: 0	9/10/12	09/16/12		CATLIDAM	1 \$450.00 6a-7a	0.00 S	- :30	1	\$350.001	0.00 NM	1	\$350.00
E105 KSN	V 09/08	3/12 09/08/1	2 News 3 Sunrise News 3 Sunris	e SATURDAY		_						
NEW	S 3 AT S		program 7/7,7			Rati <u>ng</u>						
	tart Date 09/03/12	End Date 09/09/12		Spots/Wee	ek <u>Rate</u> 1 \$350.00	0.00						# 40E 00
E107 KSN	V 09/00		2 Noon News	CM	12-1230pm	ıT	- :30	1	\$425.001	0.00 <b>N</b> M	1	\$425.00
			Noon News									
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	Start Dat			Spots/We	<u>ek Rate</u> 1 \$425.00							<u> </u>
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KSNV

Order / Rev: Alt Order #:

Flight Dates:

104805

06832434

09/05/12 - 09/14/12

Advertiser:

American Crossroads

Product Desc:

American Crossroads

Estimate:

690

Ln Ch	Start		Inventory Code Sa-Su News 3 at E		Start/End Ti	me Days	Len Spo	ts Kate Pri	Rtg Type Sp	JIS	Amount
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	NIGHTS rt Date	SIDE <u>End Date</u>	Weekdays	Spots/Week	Rate	Rating			ŀ		
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E113 KSNV	09/08/1		Sa-Su Early News Sa-Su Early News		5pm-630pm	S-	:30	1 \$650.001	0.00 NM	1	\$650.00
	ARLY N		Mookdayo	Spots/Week	R <u>ate</u>	Rating			L		
<u>Sta</u> Week: 09/	rt <u>Date</u> /03/12	<u>End Date</u> 09/09/12	<u>Weekdays</u> S-	1	\$650,00	0.00					
E114 KSNV			News 3 Today Wk	and CM	9a-930am	S	:30	1 \$500.001	0.00 NM	1	\$500.00
			News 3 Today or program 7/2						1		
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			ı		
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			M-F News 3 at E	leven							
. —	3 NIGHT art Date	ISIDE End Date	Weekdavs	Spots/Week	Rate	Rating					
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	3 NIGH		Weekdays	Spots/Week	Rate	Rating					
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E118 KSNV	/ 09/12/	12 09/12/12	M-F News 3 at E M-F News 3 at E		11pm-1135	pmW	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
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	tart Date	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week	\$1,000.00	0.00					
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JEOP	ARDY				D-1-	Detine					
	tart Date		Weekdays M	Spots/Week	<u>Rate</u> 1 \$1,000.00	<u>Rating</u> 0.0 <b>0</b>			l l		
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_			M-F Jeopardy								
	PARDY	End Date	Weekdays	Spots/Weel	k Rate	Rating			1		
<u>≥</u> Week: 0	tart Date 09/10/12	09/16/12			1 \$1,000.00						60 000 C
E123 KSN	V 09/09	9/12 09/09/1	2 Meet the Press Meet the Press	СМ	8a-9am		30	1 \$3,000.001	0.00 <b>NM</b>	1	\$3,000.0
			gram 7/8,7/29	Spots/Wee	k <u>Rate</u>	Rating					
-	Start <u>Date</u> 09/03/12	<u>End Date</u> 09/09/12			1 \$3,000.00						
		5/12 09/07/1		CM	730-758p		- :30	1 \$800.001	0.00 NM	1	\$800.0

Print Date: 09/04/12 08:49:08 Page 11of 12

KSNV

\$325.00

1

0.00 NM

\$325.001

Order / Rev:

104805

Advertiser:

American Crossroads

Alt Order #:

06832434

Product Desc:

American Crossroads

690

Flight Dates:

09/05/12 - 09/14/12

Rachael Ray

Weekdays

---F--

The Doctors
The Doctors

<u>Weekdays</u>

End Date

09/16/12

End Date

09/16/12

THE DOCTORS no program 7/30-8/10

Spots/Week

CM

Spots/Week

RACHEL RAY

Week: 09/10/12

Week: 09/10/12

Start Date

Start Date

N158 KSNV 09/14/12 09/14/12

Estimate:

Rate Pri Rtg Type Spots Amount Len Spots Break Start/End Time Days Inventory Code Ln Ch Start End Face to Face w/ Raiston Face to Face w/ J.Raiston FACE ADDED SPOTS Rating Spots/Week Rate Weekdays End Date Start Date 0.00 \$800.00 ----F--Week: 09/03/12 09/09/12 \$500.00 0.00 NM \$500.001 :30 Sun 1135p-1200a -----S E125 KSNV 09/09/12 09/09/12 Sports Night in Las VegaGM Sports Night in Las Vegas SPORTS NIGHT ADDED SPOTS Rating Spots/Week Rate Weekdays Start Date End Date \$500.00 0.00 09/09/12 Week: 09/03/12 \$1,800.00 0.00 NM :30 1 \$1,800.001 ----S News 3 Live in Prime CM 7-10pm E126 KSNV 09/09/12 09/09/12 News 3 in Prime NEWSAFT NFL ADDED SPOTS Rating Rate Spots/Week End Date Weekdays Start Date \$1,800.00 0.00 09/09/12 ----5 Week: 09/03/12 1 \$1,800.001 \$1,800.00 0.00 NM M-SA 8-11p / SUN-----S :30 E127 KSNV 09/09/12 09/09/12 LAW & ORDER (synd) REM Law & Order (synd) PRIME L& O ADDED SPOTS Rating Rate Spots/Week Weekdays Start Date End Date 0.00 \$1,800.00 Week: 09/03/12 09/09/12 \$325.00 0.00 NM :30 1 \$325.001 --WTF--M-F 5-6a WakeUp w/Wa@M 5-6a E128 KSNV 09/05/12 09/07/12 M-F 5-6a WakeUp w/Wagners **NEWS ADDED SPOTS** Rating Rate Spots/Week Weekdays Start Date End Date \$325.00 0.00 --WTF--09/09/12 Week: 09/03/12 \$2,800.00 0.00 NM \$700.001 :30 --WTF--4-5pm NEWS 3 at 4 (1 HOUR)CM E129 KSNV 09/05/12 09/07/12 4PM NEWS (1 hour) NEWS ADDED SPOTS Rating Spots/Week Rate Weekdays **End Date** Start Date 0.00 \$700.00 --WTF--09/09/12 Week: 09/03/12 \$2,100,00 3 \$700.001 0.00 NM :30 3 MTWT---NEWS 3 at 4 (1 HOUR)CM 4-5pm E130 KSNV 09/10/12 09/13/12 4PM NEWS (1 hour) NEWS ADDED SPOTS,. Rating Rate Spots/Week **Weekdays** End Date Start Date \$700.00 0.00 MTWT--09/16/12 Week: 09/10/12 \$100.00 0.00 NM \$100.001 Sat 1-2am / Sun 1:----S :30 LAW & ORDER (LF) CM E131 KSNV 09/09/12 09/09/12 Law & Order (LF) DLINE ADDED S;PT DLINE Rating Spots/Week Rate End Date Weekdays Start Date 0.00\$100.00 Week: 09/03/12 09/09/12 \$1,600.00 0.00 NM \$800.001 :30 --WT---Face to Face in PRIME CM 8-11pm N132 KSNV 09/05/12 09/06/12 Face to Face in PRIME FACE ADDED SPOTS Rating Spots/Week Rate Weekdays End Date Start Date 0.00 \$800.00 ~-WT~--09/09/12 Week: 09/03/12 \$325.00 \$325.001 0.00 NM ---F--:30 The Agenda 1230pm 1230-1p N156 KSNV 09/14/12 09/14/12 The Agenda 1230pm NEWS 4: THE AGENDA no program 7/30 Rating Spots/Week Rate Start Date End Date Weekdays \$325.00 0.00 ---F--Week: 09/10/12 09/16/12 \$325.00 0.00 NM \$325.001 :30 -F--CM 11am-12pm N157 KSNV 09/14/12 09/14/12 Rachael Ray

Rating

Rating

0.00

0.00

----F--

:30

Rate

<u>Rate</u>

\$325.00

\$325.00

2pm-3pm

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Order / Rev: 104805
Alt Order #: 06832434

Flight Dates:

Advertiser: A

Product Desc:

American Crossroads

06832434 09/05/12 - 09/14/12 American Crossroads

Estimate:

690

KSNV

Rate Pri Rtg Type Spots Len Spots Break Start/End Time Days Inventory Code Ln Ch Start End \$325.00 0.00 NM \$325.001 :30 09/14/12 09/14/12 M-F Today Show III 4th BM 10am-11am N159 KSNV Today 4th Hour TODAY SHOW III Rating Spots/Week Rate Weekdays Start Date End Date 0.00 \$325.00 Week: 09/10/12 09/16/12 \$750.00 \$750,001 0.00 NM :30 ---F--M-F Today Show II 3rd HCM 9-10a N160 KSNV 09/14/12 09/14/12 M-F Today Show II TODAY SHOW II Spots/Week Rating Rate End Date Weekdays Start Date 0.00 \$750.00 09/16/12 ----Week: 09/10/12 0.00 NM \$750.00 \$750.001 :30 1135p-1237a ---F--The Tonight Show CM N161 KSNV 09/14/12 09/14/12 Tonight Show TONIGHT SHOW W/ JAY LENO airs 1235 REV RATE Rating Spots/Week Rate Weekdays End Date Start Date \$750.00 0.00 \_\_\_F 09/16/12 Week: 09/10/12 \$700.00 \$700.001 0.00 NM \_\_\_F--:30 N162 KSNV 09/14/12 09/14/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm (4:30 PM-5:00 PM) 4PM NEWS (1 hour) **NEWS 4 AT 430P** Rating Rate Spots/Week Weekdays Start Date End Date 0.00 \$700.00 09/16/12 ----F--Week: 09/10/12 \$1.000.00 1 \$1,000.001 MM 00.0 :30 ---F--M-F 6-7a WakeUp w/Wa@M 6-7a N163 KSNV 09/14/12 09/14/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV RATE Rating Spots/Week Rate Weekdays End Date Start Date 0.00 \$1,000.00 ----F--\$1,500.00 09/16/12 Week: 09/10/12 0.00 NM 1 \$1,500.001 :30 ----F--CM 658a-9am N164 KSNV 09/14/12 09/14/12 Today Show Today Show TODAY SHOW REV RATE Rating Rate <u>Weekdays</u> Spots/Week Start Date End Date 0.00 \$1.500.00 \_\_\_F\_ 09/16/12 \$700.00 Week: 09/10/12 0.00 NM \$700.001 :30 N165 KSNV 09/14/12 09/14/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm (4:00 PM-4:30 PM) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR Rating <u>Rate</u> Spots/Week Weekdays End Date Start Date 0.00 \$700.00 \_\_\_F\_-09/16/12 Week: 09/10/12 0.00 NM \$450.00 \$450,001 :30 ---F--CM 3-4p Dr. Phil N166 KSNV 09/14/12 09/14/12 Dr Phil DR. PHIL no program 7/30-8/10 Rating Spots/Week Rate <u>Weekdays</u> Start Date End Date \$450.00 0.00 ----F--09/16/12 \$425.00 Week: 09/10/12 \$425.001 0.00 NM :30 \_---F--12-1230pm CM N167 KSNV 09/14/12 09/14/12 Noon News **Noon News** NEWS 3 AT NOON nor program 7/30-8/ Spots/Week Rating Rate Weekdays End Date Start Date 0.00 \$425.00 ---F--09/16/12 Week: 09/10/12 \$1,000.00 0.00 NM 1 \$1,000.001 ----F--:30 630-7pm CM N168 KSNV 09/14/12 09/14/12 M-F Jeopardy M-F Jeopardy JEOPARDY Rating Spots/Week <u>Rate</u> End Date Weekdays Start Date 0.00 \$1,000.00 \_\_-F--Week: 09/10/12 09/16/12 \$200.00 \$200.001 0.00 NM --WT---:30 Wake Up Early w/ Wagn@M 430a-5a N169 KSNV 09/05/12 09/07/12 Wake Up Early Wagners Rating Rate Spots/Week End Date Weekdays Start Date \$200.00 0.00 -WT---09/09/12 Week: 09/03/12 \$97,525.00 137 Totals